



Key Account Management in B2B Markets



Programme Details

Move from transactional selling to key account management. Get the key skills you need to focus on your most important clients

Highlights

- Learn how to select your next key accounts from your clients
- Use the Empathy Map Canvas to get more customer insights
- Set SMARTER key account goals for the future
- Communicate your KAM plans and get the "triple buy-in"

Key Competences

- Key account management
- Strategic selling skills
- Customer value propositions
- Creating customer loyalty
- Managing KAM teams
- Value based pricing

The Right Programme for You

You are a key account manager, sales manager, sales director or business unit manager. You want to develop your skills to manage your key accounts and ensure they are profitable for your company.

Senior Managers

Managers



Learn, Practice and Use

- **Build** strategies to grow your key accounts profitably
- **Know** how to move from transactional sales techniques to a strategic selling approach
- **Get** real customer insights to support your strategies
- **Deep** dive into the clients' organization structure and decision-making processes
- **Explore** the building of powerful Customer Value Propositions
- **Grow** customer intimacy and loyalty to support your key accounts
- **Know** how to build long term customer enterprise-level relations up to the C-suite
- **Create** and manage a key account team
- **Know** how to manage and influence without formal authority
- **Learn** and Practice effective communication skills
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



3 days
€3,495

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/sales for dates, locations and full programme outline

Programme Outline

01

Key Account Management Core Concepts

- Key account management: what is it, what is it not and KAM myths
- The new reality of B2B sales, marketing and supply
- The different stages of key account management
- Key account management as a sales system
- Identifying and selecting key accounts
- Learning from top performers in key account management
- Key account management audit of your company

02

Knowing your Key Accounts

- The customer buying cycle and decision-making units
- Relationship mapping – building the relationship
- Getting to customer insight – the empathy map canvas
- Identifying the value drivers of your key accounts
- Value based pricing
- Customer value propositions
- Practical applications on your key account

03

Key Account Management Planning

- Mapping the competitive landscape
- Recording company internal strengths and weaknesses
- Elaborating and using the swot analysis
- Setting SMARTER key account goals
- Building strategies and initiatives for acquiring, growing and protecting key accounts
- Developing your key account plan framework
- The kam plan: practical application

04

Key Account Management Implementation

- Communication your key account plan and getting to the 'triple buy-in'
- Implementation: the six key account manager's roles
- Monitoring implementation progress: balancing short and long term
- Customer centricity – the unique competitive advantage
- Key account plan review & reporting cycle
- Measuring and strengthen relationships with key accounts
- Practical applications on your key account

05

Leading Without Authority

- Leadership versus management
- Building high-performance key account teams
- Leading without authority
- Communicating and working at c-suite enterprise levels
- Your leadership style: the platinum rule®
- Dealing with change
- Closing: mini case

06

Workshop Conclusions

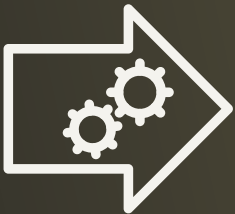
- The present-day key account manager profile
- Key learning points
- Your personal action plan
- Next steps

Visit
mce.eu



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office



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